

Foundations of user experience

This training will give you a solid understanding of the principles that form the basis for user centred design (UCD). It is well accepted that this approach to design and product development can result in better solutions that are welcomed by users and customers. This course is a great introduction to UCD and will help you understand how to follow the process as outlined in the internationally recognised standard ISO 9241-210.



What you'll learn

By the end of the training you will understand:

- What user experience and user centred design involves
- Why these are important
- How and why you should follow an inclusive approach
- The importance of research and identifying user needs
- How to produce and evaluate design solutions to meet requirements

Who is it for?

Anyone interested in learning the basics of a user centred design approach that underpins the disciplines of user experience and usability. This might include:

- Web managers
- Content managers
- Designers



Course topics

We will cover the following topics:

- Overview of user centred design and terminology
- Benefits of user experience and user centred design
- Planning UCD activities
- Creating and using personas
- Usability principles
- Top tips and heuristics for a good user experience
- Approaches to evaluating design

Questions and booking

If you would like to attend this course or have further questions, please **email us**, or call us on 020 7240 3388.

When, where and how much?

Contact us to arrange this course just for your team. Public course information to be confirmed.

Training courses held in London are held at our office, close to Covent Garden. We have a comfortable training room and provide regular refreshment breaks. We believe a good lunch is important – and we include this in the price of courses held in our training room.

Previous attendees

At the end of every course we ask participants to give us some feedback to help us continually improve our training. Here are some of their comments.

"I think the course will be immensely valuable when we go back and apply the techniques learnt"

"The presenter was very clear and concise, the activities were superb and at the right time to engage the brain some more. I came away with lots I didn't know beforehand. Thank you"